

**What is Claimed:**

1. A digital timepiece comprising:

a face including a display for displaying a message indicative of approximate time;

a digital timekeeping circuit for generating a signal indicative of precise time;

a conversion unit responsive to the digital timekeeping signal for generating on the display a message indicative of the approximate time, the approximate time taken over an interval of at least five minutes.

2. The timepiece of claim 1 further comprising a mode switch for switching modes between the display of the message indicative of approximate time and the display of precise time.

3. A watch according to claim 1.

4. A watch according to claim 2.

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